

ORIGINAL

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FILED

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APR 29 1984

NEW JERSEY BOARD OF  
CHIROPRACTIC EXAMINERS

STATE OF NEW JERSEY  
DEPARTMENT OF LAW AND PUBLIC SAFETY  
DIVISION OF CONSUMER AFFAIRS  
STATE BOARD OF CHIROPRACTIC  
EXAMINERS

IN THE MATTER OF:	:	
	:	
Alan H. Dubin, D.C.	:	Administrative Action
	:	
LICENSED TO PRACTICE CHIROPRACTIC	:	CONSENT ORDER
IN THE STATE OF NEW JERSEY	:	
	:	

This matter was opened to the State Board of Chiropractic Examiners ("Board") upon receipt of information that Alan H. Dubin, D.C. (hereinafter "Respondent") caused to be published two advertisements entitled "The Unsuspected Trauma at Birth" and "DARE to keep your kids off Drugs...Which Drugs?" which allegedly contained false, misleading or deceptive information. Copies of the advertisements are attached to this order.

Upon review of the subject advertisements, the Board finds the said advertisements to be substantially fraudulent and

misleading in violation of N.J.S.A. 45:1-21(b) and (h) and N.J.A.C. 13:44E-2.1(c)1, 4, and 6.

It appearing that the parties wish to resolve this matter without recourse to formal proceedings and for good cause shown;

IT IS ON THIS 29 DAY OF April, 1994  
HEREBY ORDERED AND AGREED THAT:

1. Respondent shall cease and desist from publishing or causing to be published any advertisement which:

(a) implies a correlation between prevention of SIDS (sudden infant death syndrome or crib death) and chiropractic care of vertebral subluxation;

(b) implies that chiropractic care can prevent SIDS;

(c) by words or illustrations uses "scare tactics" to solicit patients for chiropractic care by focusing on "trauma at birth", "decapitation", "cervical injury during childbirth", "spinal trauma" and similar verbal tactics;

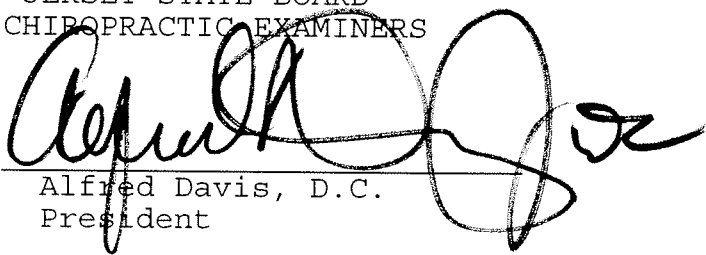
(d) by words or illustrations uses "scare tactics" to suggest an identification between accepted prescription medication for illness and abuse of illegally used drugs; and

(e) uses the terms "DARE" to suggest an endorsement by the group "DARE" of the views set forth in an ad; and

2. Respondent shall, contemporaneously with the entry of this Order, pay a penalty to the Board in the amount of five hundred (\$500) dollars by certified check or money order.

NEW JERSEY STATE BOARD  
OF CHIROPRACTIC EXAMINERS

By:

  
Alfred Davis, D.C.  
President

I have read the within Consent Order and understand its terms. I hereby consent to the form and entry of this Consent Order.

  
Alan H. Dubin, D.C.